

Historic District Commission Meeting
Wednesday, June 22, 2012
Town Hall Meeting Room, Old Town Road.
9:00 am

Present: Members: Chair William Penn, Vice Chair Martha Ball, Claire McQueeny, Dennis Riordan, Michael Ballard and Douglas Gilpin. Members absent: Mark Vaillancourt. Terri Chmiel, administrative assistant was present for the recording of the minutes.

Call to Order

Chair William Penn called the meeting to order at 9:03 am.

Sign Applications (Continued from May 21, 2012):

Continued Item: Traz Capital Partners LLC. Plat 6, Lot 99. Application by Dina Chieffo of Cool to be Kind to install replacement signs.

Dennis Noreiko business owner of Cool to be Kind presented. Mr. Penn acknowledge receipt of a letter dated June 15, 2012 from Deborah Newcomb, property owner of the Figurehead Building. She gave permission to Dennis Noreiko and Christine Barry to request a modification of the 2001 plan to permit the placement of the “Cool to be Kind” sign on the premises.

Mr. Gilpin made a motion seconded by Mr. Riordan for Plat 6, Lot 99 for the Figurehead Building to accept the letter of June 15, 2012 from the new owners giving the ability to the Commissioners to review signs other than those previously approved in the building sign package.

6 Ayes (Penn, Ball, McQueeny, Riordan, Ballard and Gilpin)
1 Absent (Vaillancourt)

0 Nays

The Commissioner’s noted this is the third scheduled special meeting with the applicant and business owners.

Mr. Penn asked Mr. Noreiko if he read Article 5 - Section 504 Signs from the Town of New Shoreham Zoning Ordinances. Mr. Noreiko responded in the affirmative. Mr. Penn noted that the applicant has provided font, color and location.

Mr. Penn had questions regarding section 504 with the applicant. Mr. Penn stated a comment was made at the last meeting that the sign is a logo. Mr. Noreiko confirmed the sign is logo. Mr. Penn reference Article 5, Section 504(B)(5)Trademarks: “The registered trademark of a specific product may occupy no more than twenty five percent (25%) of the allowable area of a sign. This shall not be construed to discourage the use of logos on signs.” Mr. Noreiko replied that he was in error and the sign is not a registered trademark. Mr. Penn

stated that there is conflicting testimony on whether the sign is a trademark; because Dina Chieffo and Christina Berry stated in previous meetings, as well as, Dennis Noreiko confirming in this meeting that the sign is a logo. Mr. Noreiko stated that he is representing Christina Berry in her absence and he misspoke and the sign is simply not a trademark sign.

Mr. Penn addressed Section 504-Signs, (C)(1)(d) Specific Requirements: Signs, together with any supporting framework, may, with approval, cover architectural details such as, but not limited to, arches, sills, balusters, moldings, cornices, columns, and transom windows. Mr. Penn explained the proposed sign covers decorative molding. Mr. Noreiko agreed to fit the sign within the decorative molding and he stated that for the matter of record it was never his idea to put the sign on the building.

Ms. Ball inquired about the material used to make the sign. Mr. Gilpin addressed the sign maker's letter which stated the sign will be constructed of HDU (High Density Urethane) Board. Mr. Noreiko confirmed the material of the backboard sign and letterings will be High Density Urethane.

Discussion ensued regarding the applicant/business owner asking for raised letters. Ms. McQueeney responded the Figurehead Building is a newly constructed iconic building that is highly noticeably. The signage "Wags and Giggles" on the Hendrickson Building is located on a minor street.

A sub-committee was formed with Mr. Penn and Mr. Riordan to continue the final review of color chips.

Mr. Gilpin made a motion for Plat 6, Lot 99 of Cool to be Kind shop in the Figurehead Building. The Committee is approving two signs with the following stipulations:

- The signs are to be set within existing borders/paneling of the prior signs to be consistent with overall signage package of the Figurehead building.
- The letters themselves cannot project more than ½ inch of the sign backing.
- The proposed colors will be submitted to the sign subcommittee of Bill Penn and Dennis Riordan using sign makers PMS color references with actual color samples.
- The sign colors will have to be approved prior to fabrication and installation.
- The sign is not a registered trademark.

The Figurehead building, Plat 6, Lot 99 is located in the heart of New Shoreham Historic District. It was built in the late 1990's and is not, chronologically, an historic structure but is within yards of the WCTR fountain known as Rebekkah at the Well, the epicenter of the Old Harbor Historic District which was placed on the State and National Register of Historic Places in 1974.

It is diagonally across the street from the circa 1887 Old Harbor Inn which the Figurehead was designed to mirror, using borrowed elements including an elaborate second floor turned post and bracketed porch, a prominent tower and a flared mansard roof.

The historical and architectural significance of the structure and its appurtenances lie in its location, and in the obvious effort made by the original owners and builders to create a structure which is keeping with the immediate neighbors, including the icon Old Harbor Inn.

The contribution of the structure to the Historic District is in the example it sets for future builders.

We need to also note for the record that this item was brought before this board before its regularly scheduled meeting on Monday, May 21, 2012. A number of concerns, including font, color, material, placement of letters as well as lack of an overall sign program for the building were raised and no agreement could be reached between the applicant and the Board. Due to the rapidly summer season and the Board's wish to not defer the matter, and any action on the application, until June 18, 2012 the Board offered to continue the hearing and hold a special meeting for the convenience of the applicant on Wednesday, May 23, 2012. This was agreed to at the May 21, 2012 meeting but later the applicant chose not to avail themselves of that opportunity, although no notice of that decision was provided to the HDC office prior to close of business Tuesday May 22, 2012. Sometime prior to 1pm on Friday May 25, 2012 the front sign, which appears to have been completed prior to the May 21, 2012 meeting, was installed on the building without any permit of any kind from the town. A Notice of Violation was issued on June 5, 2012 the sign was removed on June 15, 2012. Two additional special meetings were held on June 6 and June 22, 2012.

Mr. Riordan seconded the motion.

6 Ayes (Penn, Ball, McQueeney, Riordan, Ballard and Gilpin)	0 Nays
1 Absent (Vaillancourt)	

Approval of Minutes

Mr. Gilpin made a motion seconded by Mr. Ballard to approve the minutes of May 21, 2012 as presented.

5 Ayes (Ball, McQueeney, Riordan, Ballard and Gilpin)	0 Nays
1 Absent (Vaillancourt)	1 Abstain (Penn)

Mr. Penn is abstaining, because he was not present at the meeting.

Adjournment

The meeting was adjourned at 9:45a.m. in a motion by Mr. Gilpin and seconded by Mr. Ballard

6 Ayes (Ball, Gilpin, McQueeney, Riordan, Ballard and Vaillancourt)	0 Nays
1 Absent (Penn)	

Respectfully submitted,
Terri L. Chmiel

Administrative Assistant
Building & Land Use Department
Approved: June 29, 2012